

Research on the digital inheritance education of Jingdezhen Ceramic Culture from the perspective of "Intangible Cultural Heritage"

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Abstract: In contemporary society, people have cast a deepening understanding of the importance of "intangible cultural heritage" and witnessed the rapid development of Internet technology, and profound changes have taken place in the subject, channel and audience of the dissemination of "intangible cultural heritage". Jingdezhen's ceramic intangible cultural heritage also ushered in an opportunity for innovative development. How to construct the ecological inheritance system of Jingdezhen ceramic "intangible cultural heritage" culture under the current wave of digital information? This paper discusses the innovative measures of digital inheritance education of "intangible cultural heritage" culture from multiple perspectives, and shows more diversified transmission methods and ways of inheritance education of Jingdezhen ceramic "intangible cultural heritage" culture.

1. Introduction

In today's era, the traditional culture, spirit, philosophy and artistic core contained in China's intangible cultural heritage have attracted more and more attention, thus becoming an important guarantee for the restoration of cultural ecology and the revival of Chinese spirit. However, we can say that the matrix and the original ecology of our country "intangible cultural heritage", the traditional transmission characteristics of the oral transmission and "the active rheology" all make its transmission range relatively limited. With the development of the situation, the traditional farming cultural environment, which constitutes the conditions for its development, is shrinking in different periods. The cultural protection and inheritance and development of "intangible cultural heritage" art are urgent. In August 2022, the general office of the central committee of the communist party of China, issued by The General Office of the State Council's "development plan of" difference ", points out that we must strengthen the intangible into production and living, innovation subject propagation activities, promote the intangible into the campus, the community, the network to promote the transformation of intangible creative. This advancement can boost innovative development, which in turn puts forward new requirements and new way of thinking.

There is no doubt that living protection is the best way to inherit traditional culture. In order to

inherit ceramic cultural heritage in a living way, we should strengthen the refining of traditional ceramic cultural genes [1]. The profound ceramic culture is the essence of the Chinese national civilization, and has accumulated rich intangible cultural heritage in the long history of more than 1000 years. In 2006, the first batch of national intangible cultural heritage representative list is included in the Jingdezhen handmade porcelain art and traditional kilns workshop construction craft two projects. In 2009, "Jingdezhen traditional handmade porcelain art" for the United Nations human intangible representative list is set in Jiangxi province, the first list of shortlisted for the selection of the protection list. In 2014, Jingdezhen successfully applied for the title of "World Capital of Crafts and Folk Arts". With the deepening of people's awareness of cultural heritage and intellectual property rights, the protection of Jingdezhen's ceramic intangible cultural heritage has gradually become more and more important. Jingdezhen ceramic intangible cultural heritage also ushered in the opportunity of innovative development. How to construct the ecological inheritance system of Jingdezhen's ceramic "intangible cultural heritage" under the current wave of digital information is particularly critical to realize the inheritance and innovation of intangible cultural heritage, strengthen China's cultural confidence, and enhance cultural influence.

2. Current situation of protection and inheritance of intangible cultural heritage of Jingdezhen ceramic culture

According to ancient books, "the rule of pottery in Xinping began with the Han royal family". Jingdezhen began to make porcelain as early as the Han Dynasty, which has a history of more than 1,700 years. In more than a thousand years, it has created the reputation of Jingdezhen porcelain, which is as white as jade, as bright as a mirror, as thin as paper and as sound as rock. In the process of the practice of porcelain making techniques in the forming processes of grouting, casting, glazing, shaping, painting, etc., porcelain makers gradually formed a series of unique ceramic cultures in Jingdezhen, such as oral legends and expressions of porcelain making, artistic schools, ceramic customs, etiquette and festivals, traditional knowledge and skills of porcelain making, and related tools, objects and cultural places. This process integrates the specific values, ways of thinking, social life, aesthetic taste and other rich connotations in the process of ceramic production, sales and consumption. After a long history of development, it has gradually formed the intangible cultural heritage of Jingdezhen ceramics with profound connotation in the form of non-material.

Jingdezhen ceramic intangible cultural heritage has intangible, complex and systematic experience accumulated over a long period of time, such as oral memory, words and deeds. A large number of traditional folk porcelain making techniques are gradually lost because they do not adapt to the scale of production and consumption in the era of large industry, or to the changes in the fast-paced concept of value in modern society; due to the lack of innovation in traditional porcelain making techniques, the ancient form cannot attract young people to participate in the inheritance. The existing "intangible cultural heritage" of ceramics is not only faced with the crisis of "no successor" in the inheritance of techniques, but also faced with the dilemma of "no one cares" in cultural transmission.

3. The Value and Significance of Digital Technology for Jingdezhen Ceramic "Intangible Cultural Heritage" Culture Inheritance Education

The digitalization of intangible cultural heritage is to use digital technologies such as collection, storage, processing, display and dissemination to transform, reproduce and restore intangible cultural heritage into a digital form that can be shared and renewable. Intangible cultural heritage is a process in inheritance, and it is difficult to protect its "authenticity" in traditional protection methods. It is unrealistic to support the whole protection system only by productive protection. The

digital protection of Jingdezhen's ceramic "intangible cultural heritage" is not only to make rescue records, but also to lay a solid foundation for its effective dissemination in the Internet era. The use of new digital media technology to conduct digital collection, processing, reproduction, interpretation, interpretation, preservation and dissemination of intangible cultural heritage makes the cultural innovation education of "intangible cultural heritage" art more possible and makes it change from uniqueness, subjectivity and exclusivity to pluralism, digitalization and sharing [2-3]. More importantly, the involvement of digital technology has not only changed the existing mode of intangible cultural heritage, but also changed the public's cognition, concept, inheritance and communication mode of intangible cultural heritage, so that the intangible cultural heritage of Jingdezhen ceramics can obtain new vitality and inheritance [4].

In the Convention on the Protection of Intangible Cultural Heritage, UNESCO proposed that "the educational inheritance of intangible cultural heritage, especially the educational inheritance of heritage sites, is an extremely important way to protect and inherit intangible cultural heritage." Strengthening the cultural education of "intangible cultural heritage" is the basis for protecting "intangible cultural heritage" culture. The sustainable development and local innovation of "intangible cultural heritage" culture are the basic conditions for the inheritance of "intangible cultural heritage" culture. In the context of the Internet, the subject, channel and audience of intangible cultural heritage communication have undergone profound changes. With the deepening understanding of the importance of intangible cultural heritage and the rapid development of Internet technology, the communication channels of intangible cultural heritage are increasingly diversified and digital. The integration and unification of innovative education and regional culture under the vision of "intangible cultural heritage" is of great significance for inheriting regional culture and promoting the progress of intangible cultural heritage.

4. Innovative educational measures of digital communication for the protection and inheritance of Jingdezhen's ceramic culture "intangible cultural heritage"

4.1 Developing the Educational Module of Jingdezhen Ceramic "Intangible Cultural Heritage" Cultural Heritage

The cultural inheritance of "intangible cultural heritage" in Jingdezhen adopts the traditional master-apprentice inheritance mode. The "intangible cultural heritage" projects passed on by word of mouth or hand by hand are easy to fall into the predicament of being lost due to the lack of successors. With the gradual disappearance of the original living environment of traditional intangible heritage, it is urgent to inject new ways of inheritance and education into it by means of modern technology, media and creativity. The digital technology can make Jingdezhen ceramic "intangible cultural heritage" talent training on the basis of many years of apprenticeship, with a more novel and flexible teaching mode integration and application of multidisciplinary knowledge to ceramic skills of intangible cultural heritage talent training courses for multi-dimensional, diversified and changeable system development. In the context of the digital era, it is high time to allow Jingdezhen's "intangible cultural heritage" culture to develop the module of intangible cultural heritage courses of ceramic craftsmanship with a new teaching mode and the application of multi-disciplinary knowledge through a variety of information technology and means, relying on the advantage of colleges and universities in the inheritance of intangible cultural heritage of ceramic culture and the cultivation of creative design talents of intangible cultural heritage, so as to theoretically improve students' understanding of Chinese folk customs. The development and design of traditional ceramic techniques and intangible cultural heritage courses emphasize various processes from creative design to production, highlight the combination of intangible cultural heritage techniques and contemporary design, integrate traditional porcelain making techniques into

modern life, and render modern design enter traditional porcelain making techniques, aiming to promote the transformation of traditional techniques into contemporary design forms, realize the combination of techniques and design concepts, and cultivate students' cognitive ability and innovation ability on intangible cultural heritage techniques of ceramics. At the same time, it is integrated with the relevant content of art and design to make it possible to carry forward the "intangible cultural heritage" of Jingdezhen, which is the carrier of China's excellent traditional culture, from generation to generation. The linear, interactive and virtual reality characteristics of digital art provide a wider space for the protection and inheritance of the ancient "intangible cultural heritage" of Jingdezhen ceramics.

4.2 Innovating the Educational Communication Mode of Jingdezhen Ceramic "Intangible Cultural Heritage" Cultural Heritage

The continuous development and progress of digital technology has opened up more diversified ways and channels for the inheritance of Jingdezhen ceramic "intangible cultural heritage". Modern digital technology will be used to bring the traditional intangible cultural heritage to life, from the aspects of communication media, communication objects and communication display form comprehensive innovation. At the beginning, the dissemination of intangible cultural heritage simply relied on the organization and promotion of relevant government departments, to the spontaneous promotion of folk inheritors, and then to the participation of academia, media and business circles. The subject of dissemination has been expanding. Profound changes have taken place in the subject, channel and audience of the dissemination of "intangible cultural heritage". The initial communication channels of "intangible cultural heritage" mainly focus on mainstream media and industrial media, which are mainly printed media. With the deepening of people's understanding of the importance of intangible cultural heritage and the rapid development of Internet technology, the dissemination channels of intangible cultural heritage are increasingly diversified and digital. Diversification is mainly reflected in the use of new media, short video, live broadcast and other new channels to disseminate intangible cultural heritage. Based on the advantages of interaction, integration and diversity of new media communication, the local platform gives full play to the role of social network media as the main front, relies on the special cultural atmosphere of intangible cultural heritage, adopts new media, new technologies and new carriers, and demonstrates the innovative design of highlighting "intangible cultural heritage" culture from traditional Jingdezhen in a living way, and creates an immersive feeling for the audience through multiple connections and scene sharing. Thus, intangible cultural heritage becomes a lifestyle within reach in the Internet plus era, which facilitate the effective integration of intangible cultural heritage culture and the real society. 5G technology is adopted to creatively transform the cultural expression form of new media such as short video and live broadcast, fully tap the value of excellent traditional culture, and use digital technology to achieve the innovation and transformation of intangible cultural heritage, so as to achieve inheritance, protection and development.

4.3 Build a Internet plus platform to promote the "intangible cultural heritage" of ceramic culture

The dissemination and innovative development of "intangible cultural heritage" focuses on the innovation of thinking and aesthetics by using new digital technology. The involvement of digital communication is not only a change in information communication, but also an opportunity and innovation in thinking in the field of innovative design of intangible cultural heritage. In the era of digital communication, the inheritance of intangible cultural heritage requires not only the

protection of traditional skills, but also the broadening of communication channels, the reinterpretation and interpretation of modern technology and discourse system, the giving of new cultural connotation, and cultural innovation design to make it related to modern life. Effective use of digital communication is performed to build a digital platform for intangible cultural heritage, carry out innovative design and promotion of Jingdezhen ceramic "intangible cultural heritage" culture, and promote the organic integration of traditional culture. Digital technology will help optimize the protection of Jingdezhen ceramic intangible cultural heritage, expand the field of communication, exert social influence, and thus promote the protection and inheritance of Jingdezhen ceramic "intangible cultural heritage" culture. For example, Jingdezhen Ceramic University has effectively used the "Internet plus" technology to build a digital platform for intangible cultural heritage, show the educational innovation achievements of ceramic culture, promote the organic integration of traditional culture and modern science and technology, and developed the first domestic ceramic vertical e-commerce app integrating e-commerce, entrepreneurial experience, art creation, and product display - "ceramic art on the fingertips", and expanded the field of communication by using the Internet plus platform. What's more, expanded social influence will help optimize the protection methods of Jingdezhen's intangible cultural heritage of ceramics, so that Jingdezhen ceramics can promote the protection, inheritance and development of intangible cultural heritage.

5. Conclusion

Jingdezhen ceramic "intangible cultural heritage", as a key part of Chinese traditional culture, is a special living cultural heritage. The protection of living state is the best way to inherit traditional culture. The current interactive and diversified digital communication environment not only brings reshaping of the original cultural connotation of "living cultural memory" of Jingdezhen ceramic intangible cultural heritage, but also gives the possibility of living inheritance of Jingdezhen ceramic "intangible cultural heritage" art regeneration resources development. Modern digital technology is applied to make the "intangible cultural heritage" in Jingdezhen "visible", "heard", "learned" and "bought" in multiple dimensions. The effective digital communication magnifies and extends the value of the cultural inheritance education of Jingdezhen ceramic "intangible cultural heritage" and makes the "intangible cultural heritage" radiate new vitality.

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